

**SYSTEM AND TECHNIQUE FOR DYNAMICALLY INTERJECTING LIVE
ADVERTISEMENTS IN THE CONTEXT OF REAL-TIME ISOCHRONOUS
(TELEPHONE-MODEL) DISCOURSE**

ABSTRACT OF THE DISCLOSURE

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- A method, system and program storage device are provided for interjecting messages into a real-time isochronous discourse (such as a telephone call) between a plurality of callers wherein the method, system and device accesses the call between the callers, monitors the discourse to determine if the discourse relates to a system message 10 desired to be communicated to the caller, chooses and communicates the system message to the callers when the discourse is determined to be relevant to the system message and continues the above accessing, monitoring and communicating steps until the call being accessed between the callers is terminated. The interjected messages are primarily related to advertising and can be introduced to one or more callers, or, separate messages in 15 different languages can be introduced to one or more callers depending on the caller's accessing the telephone. Caller subscribers of the system will typically have the cost of the call partly or totally subsidized by the method and system.

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